

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

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Ambassador Kennedy Celebrates 100th Anniversary of U.S. Dogwoods; ATO Tokyo helps highlight American Food and Beverages at the First World Gourmet Expo; ATO Japan Hosts Cooperators Meeting; USDA Japan Celebrates the 1000th Tweet

General Information:

The Wasabi

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Ambassador Kennedy Celebrates 100th

Anniversary of U.S. Dogwoods: On April 10, to commemorate the centennial anniversary of the U.S. dogwood trees to Japan, Ambassador Kennedy planted a sapling and delivered remarks at a ceremony held at Tokyo Metropolitan Engei High School. In 1915, the U.S. Government presented 40 dogwood trees to Japan, Ambassador Kennedy planted a sapling and delivered remarks at a ceremony held at Tokyo Metropolitan Engei High School. In 1915, the U.S. Government presented 40 dogwood trees to Japan in return for the Mayor of Tokyo's gift of 3,000 cherry trees to Washington in Engei High School received two of the original 1915 and is proud to care for the only surviving specimen (average lifespan for a dogwood tree is 80 years).

Ambassador Kennedy praised the endurance of the Japan relationship and exhorted the students to seize agricultural futures, noting that "by growing things, learn about lots of things like hope, patience, and faith. The U.S. ambassador in a hundred years will praise your accomplishments."



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FAS/Japan has cultivated a deep relationship with Engei High School in recent years. The Principal of Engei High School is also the President of the Future Farmers of Japan, which boasts a long-standing friendship with the Future Farmers of America. FAS/Japan, the Embassy's Public Affairs Section, and Engei High School collaborated to realize the centennial tree planting event as part of a larger U.S. Embassy program that has given Japan a gift of 3,000 dogwood trees over the last several years.



ATO Tokyo helps highlight American Food and Beverages at the

First World Gourmet Expo: The first World Gourmet Expo was held in Tokyo's Komazawa Olympic Park from April 10 through April 19. This was the first of three food festivals which focuses on craft beer and wine, as well as their pairing with food from Japan and 10 other countries, including the United States. At the April 10 opening ceremony, ATO Director Rachel Nelson, along with representatives from other embassies, kicked off the event with a special sake barrel breaking ceremony. This was the first food festival

to take Oktoberfest, which focuses only on German beer, and expand its theme to become a worldwide beer festival. There are two more festivals planned for this series, one in April and another in July, both of which will take place in Tokyo.

ATO Japan Hosts Cooperators Meeting: ATO Japan hosted its regular meeting for Japan-based cooperators on April 7 at the U.S. Embassy in Tokyo. The ATO updated attendees on current staff portfolios, promoted the new Trade Leads System, and discussed details for CSSF activities planned for April through September, as well as the two major ongoing GBI activities. Cooperators and ATO staff then met in smaller groups to further discuss activities planned for the remainder of this fiscal year. The meeting was attended by 30 cooperator representatives from Tokyo and Osaka.



USDA Japan Celebrates the 1000th Tweet: On March 19, 2015, [@USDAJapan on Twitter](#) tweeted its 1000th tweet. Re-launched in October 2014, the joint bilingual twitter account of FAS/Japan – the Office of Agricultural Affairs (OAA) and the Agricultural Trade Offices (ATO) in Tokyo and Osaka - @USDAJapan have been actively tweeting and retweeting to link our followers to FAS activities in Japan, useful and interesting articles, GAIN reports, and information about other agricultural marketing events. We currently have over 780 followers, one of which, U.S. Embassy Tokyo (@usembassytokyo), also regularly retweets our tweets to its nearly 10,000 followers. To date, our two most popular tweets have been “Some facts about U.S. agriculture fascinate young Japanese farmers” (retweeted 21 times and favorited 10 times in English and Japanese) and “Ambassador Kennedy Observes Silkworms for Genetically Engineered Application” (retweeted 18 times and favorited 14 times).
